



# Setting the PACE in Product Development

*Michael E. McGrath*

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## **Setting the PACE in Product Development** Michael E. McGrath

Setting the PACE in Product Development describes how to effectively manage the key ingredients of successful product development: time, quality, talent and resources.

This revised edition of Product Development provides essential insight as to how to efficiently organize people, resources and processes to dramatically improve financial results, strategic positions, internal morale and customer satisfaction. The PACE techniques integrate vital company-wide functions, engaging the entire company and focusing its collective energy on strategically and financially important goals.

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